

| | | | | | |
|------------|------------------------|------------------|--------------------------|--------------------|-----------------------|
| Station | WPGH-TV PITTSBURGH, PA | Agency | () SHORR JOHNSON MAGNUS | Rep Firm | |
| Advertiser | () POLITICAL | | 1831 CHESTNUT ST #602 | Sales Office | () WASHINGTON |
| Product | BOB CASEY FOR SENATE | | PHILADELPHIA, PA 19103 | Salesperson | () KATHRYN SARDINSKY |
| Estimate# | | Agency C/P1/P2/E | | | |
| Buyer | MIKE DETTORE | Flight Dates | 08/14/2012 - 08/20/2012 | Salesperson Phone# | 202-955-5342 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | |
| Fax# | | | | | |

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|-------------|---------|---------|------|----------|--------|------------|------------|-------------|------------|
| --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ---- | ----- |
| 1 | 08/14-08/20 | 10P-11P | NEWS | :30 | \$900.00 | TU-F,M | 5 | 1 | 5 | \$4,500.00 |

---REPORT TOTALS---

Report Totals: 5 / \$4,500.00

---SALES MONTHLY TOTALS---

Aug 12: 5 / \$4,500.00
Sales Totals: 5 / \$4,500.00
Station Totals: 5 / \$4,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|-----|------|-----|------|----|------|----|
| Market Totals | \$90,000 | CABL | 0% | KDKA | 34% | UNKN | 0% | WPCW | 0% | WPGH | 5% |
| | | WPMY | 0% | WPXI | 33% | WTAE | 28% | | | | |

Books null
Demos RA35+